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steganographically decoding a message from the image, including printer control information; and

using the printer control information to adapt operation of the ink-jet printer, including adapting at least one of volume of ink drops, number of ink drops and placement of ink drops, according to physical characteristics of the print media.

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15. (Amended) A paper medium carrying a steganographic message, the steganographic message including printer control information related to at least one non-thermal physical characteristic of the paper medium, the printer control information being readable by a machine from an image captured of at least a portion of the paper medium, and the printer control information being operable to control printer so as to optimize print quality for the at least one non-thermal physical characteristic of the paper medium.

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16. (Amended) A method for adapting operation of a non-thermal printer to a type of print media comprising:
capturing an image of at least a portion of a print media;
steganographically decoding a message from the image, the message including printer control information related to at least one non-thermal physical characteristic of the print media; and
using the printer control information to adapt operation of the non-thermal printer.

*Please add new claims 17 through 20 as follows:

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17. (New) The method of claim 15 wherein the non-thermal physical characteristic comprises at least one of absorption, paper dimension, bleeding coefficient and reflectivity.

18. (New) The method of claim 16 wherein the non-thermal printer comprises an ink-jet printer.